

# Start your cookie sale off right, with a Troop Cookie Kick Off!

**Celebrate the start of this year's Girl Scout Cookie Program with a troop cookie kick off!** Follow this outline for your last troop meeting before the sale starts, and you are sure to spark excitement and increase sales! Please note that there are MANY more ideas here than could fit in a typical 1 or 2 hour troop meeting. Pick your favorites, spread them out over several meetings, hold a longer cookie retreat, or customize your kick-off to fit in your time frame! Oh, and feel free to add your own cookie activity ideas, the possibilities are endless!

## Troop Discussion: Set troop goals and plans!

**Ask:** What do we want to do, as a troop, with the money we earn from the Cookie Program? Give younger girls some concrete examples to choose from. Go to a waterpark? Go horseback riding? Go to a museum? Explore travel, day trips, community service projects, troop camp, etc. (\*If possible, bring a laptop or brochures to share some visual options with the girls.)

**Ask:** How many cookies would we have to sell to make these dreams possible?

**Ask:** Will our troop do cookie booths? If so, discuss possible location ideas and decorating themes. (If cookie booths are planned, this could be an ideal time to work on making signs and decorations.)

## Tie in some badge work!

Consider using this meeting to work on earning the financial literacy badges. These badge activities are located in each grade level Girl's Guide to Girl Scouting. They are easy to follow and teach girls important lifelong skills. Badges are available for purchase through the Council shops <http://www.girlscoutshop.com/GSNWGL>

**Daisies:** Cookie Business Leaves: Count it up, Talk it up.

**Brownies:** Cookie Business Badges: Meet my Customers, Give Back

**Juniors:** Cookie Business Badges: Cookie CEO, Customer Insights

**Cadettes:** Cookie Business Badges: Business Plan, Marketing, Think Big

**Seniors:** Cookie Business Badges: My Portfolio, Customer Loyalty

**Ambassadors:** Cookie Business Badges: Research and Development, P&L

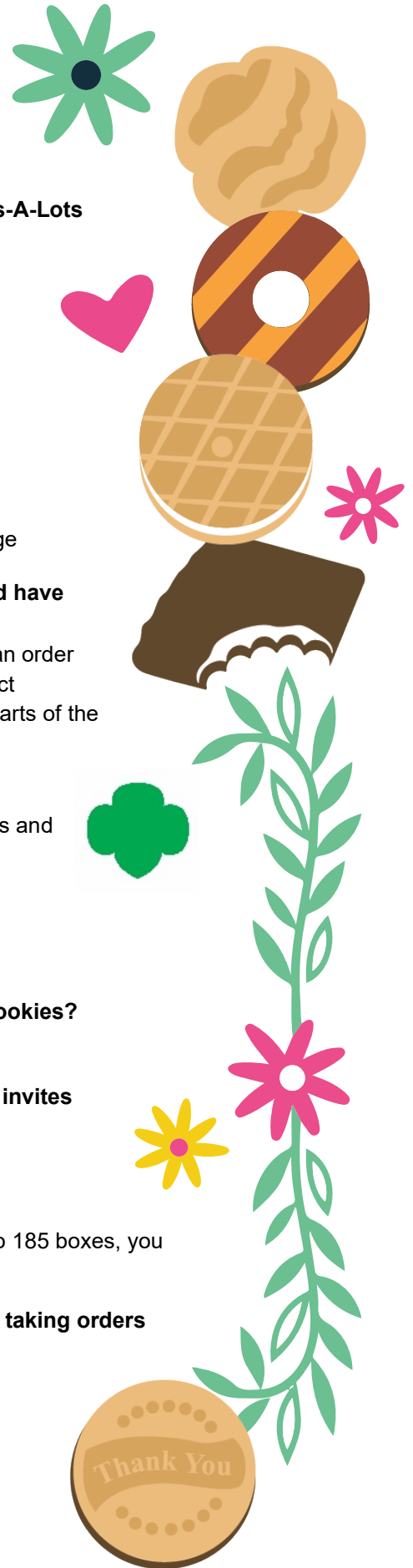
## Get to know the cookies!

Play a game while getting to know the basic facts about our cookies. Create a game of cookie Jeopardy, or, if you have some room to move, make it into a modified game of tag, hide and go seek or duck-duck goose! If you are tagged (or found) you have to answer a cookie question!

1. **How much does a box of cookies cost?**  
All cookies are \$5 per package
2. **Which Girl Scout cookie is the most popular?** Thin Mint
3. **Which cookie is made up of chocolate, coconut and caramel?** Caramel DeLite
4. **Which cookie is lemon-flavored?** Lemonades



- 5. Should you ever sell cookies door-to-door all alone?**  
No; older girls can use the buddy system; younger girls should always have an adult.
- 6. Which cookie has words from other languages printed on it?**  
Thanks-A-Lot
- 7. Why is the packaging on Lemonades, Girl Scout S'mores and Thanks-A-Lots different from the other types?**  
It is made to reduce packaging and be earth-friendly.
- 8. Which cookies are chocolate-covered with peanut butter?**  
Peanut Butter Patties
- 9. What time of day should you sell cookies door-to-door?**  
During daylight hours, or if selling after dark it must be with an adult.
- 10. What is the name of the Gluten Free cookie?** Caramel Chocolate Chip
- 11. How much do Caramel Chocolate Chops cookies cost?** \$5 per package
- 12. Is there a way people who live far away can order cookies online, and have them shipped?**  
We have an online option called Digital cookie. Your friends and family can order right online, and have them shipped directly to their home! This is a perfect opportunity to sell to the special people in your life who may live in other parts of the country.
- 13. If people want to donate their cookies, where do the cookies go?**  
Donated cookies are shipped directly to our military, shelters, food pantries and emergency services, through the cookie share program.
- 14. Which cookie is in the shape of the Girl Scout emblem?** Shortbread
- 15. Which cookie is inspired by a delicious campfire treat?** S'mores
- 16. Which cookie contains peanut butter layered between two oatmeal cookies?**  
Peanut Butter Sandwiches
- 17. If you are selling cookies door-to-door and someone you don't know invites you into their house to take their order, is that okay?**  
No; you should stay on the porch or outdoors
- 18. How many cookies should I sell?**  
That depends on you and your personal and troop goals! But, if you get to 185 boxes, you can get a free Girl Scout Membership for next year!
- 19. The Cookie Program officially starts on January 17. Is it okay to start taking orders from friends and family before then?**  
No; to be honest and fair, no one should start until the official date.



## Play a fun cookie game!

### Mad Libs:

If your troop likes word games, check out this cookie themed mad-libs game!  
<https://makingfriends.com/cookies-mad-lib/>

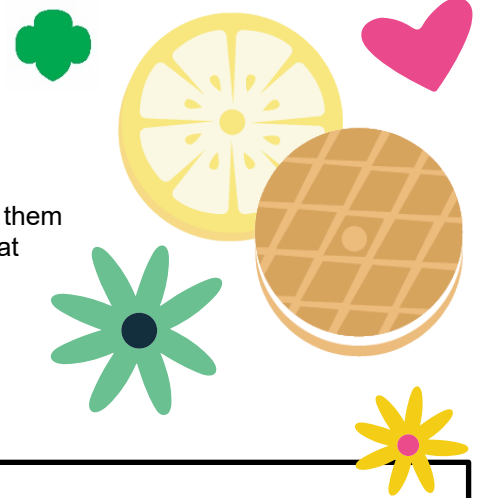
### Mystery Cookie:

Tape a picture (or name) of a different cookie on each troop members back. Have them make conversation with other girls. Using only hints and clues, can they guess what cookie they are?

## Get Crafty!

### Cookie Lip Balm:

Mix up some homemade lip balm, inspired by your favorite cookies!



Fills about 12 small craft/makeup containers.

(Available at craft stores, or disposable condiment containers with lids work too!)

#### INGREDIENTS:

1/3 cup beeswax  
1/3 cup sweet almond oil  
1/3 cup coconut oil

#### FLAVORS:

##### *For Lemonades lip balm*

1 tsp pure lemon extract  
1 tsp vanilla extract

##### *For Thin Mint lip balm*

1 tsp peppermint extract  
1/2 tsp cocoa powder

##### *For Girl Scout S'mores lip balm*

1 tsp vanilla extract  
1/2 tsp cocoa powder

#### DIRECTIONS:

Make sure you clean your containers well with soap and water and let them dry completely. Have a tray or baking sheet covered with wax paper ready with all your containers place on it, in a spot where they can stay untouched until completely set.

Begin by melting the beeswax in a double boiler over medium heat. If you don't have a double boiler, you can use a metal or heat-proof glass mixing bowl on top of a regular saucepan with about an inch of water in it, as long as the bottom of the bowl doesn't touch the water in the pan.

When the beeswax has melted completely, add the almond oil. It will turn white when it hits the hot beeswax, but as it heats up it will become clear. At this point, add the coconut oil. Same thing here - allow the coconut oil to melt completely and as soon as the oil mixture is completely clear, remove the pan from the heat.

Immediately add the flavorings and stir briefly.

Use a ladle with a pouring lip to pour the hot mixture into your containers.

Leave at room temperature to cool and set up - at least 1 hour. It may need to be longer for deeper containers. You can put the balms in the refrigerator to expedite the process.

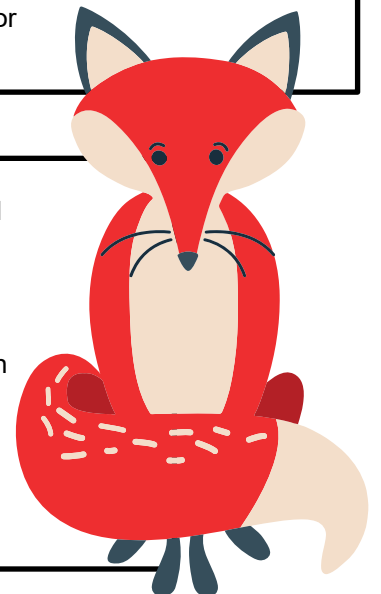
## Fox Fun!

**Fox Facts:** Did you know that a group of foxes is called a skulk? Did you know that not all Red Foxes are red? Research 10 interesting facts about red foxes, and create your own poster or comic to share your knowledge with others!

**Meet a Fox!** Because foxes are native to our area, you will often find them at local nature centers, wildlife facilities, or rehabilitation clinics. Visit a local wildlife center that works with foxes, and interview their staff about Red Fox habits and care!

**Make a Fox Mascot!** Check out these awesome fox-themed craft projects you can make with your troop. There are many options to choose from for every age level!

<https://www.redtedart.com/fox-crafts/>



## Be a Cookie Marketing Whiz!

**Work together to plan and film a troop commercial.** This could be as simple as saying the Girl Scout Promise followed by "Please help our troop make the world a better place! Buy Girl Scout Cookies!" to creating something as elaborate as you like. Check out these great examples from other troops for ideas:

<https://www.youtube.com/watch?v=lpR6XdgAoa4> or <https://www.youtube.com/watch?v=vOWFrj2e1dk>

**Take a fun group picture:** Make large cardboard signs, with one letter or word on each sign, spelling out, "It's Girl Scout Cookie Time!" or something similar. Reserve the cookie costumes from your local service center. Be creative!

**Send it out!** Capture your commercial or photograph with a digital camera, iPad, etc. Email it out to parents. Families can then email it out to family and friends, with a note from the Girl Scout, asking to buy cookies.

## Practice your pitch!

Practice selling cookies! Invite parents, teachers, or other adults to pose as customers. Use doors, props, or costumes to make it more fun. Or, have girls pair up, and use puppets to practice! (The girls could make sock or paper bag puppets to use or bring in some from your collection.)

### Invite a Guest speaker!

- Invite an older Girl Scout who has been a successful cookie seller to visit your troop and talk about her best strategies.
- Invite a parent or community member with a sales background to come in and give the girls some simple sales pointers.
- Invite a local police officer or police school liaison officer to talk about safety when selling cookies.
- **Girl Scout S'mores sundae:** Vanilla Ice Cream, Mini Marshmallows, crushed graham crackers, chocolate syrup.
- **Caramel DeLite Ice Cream Sundae:** Vanilla ice cream, caramel syrup, chocolate chips, and toasted coconut
- **Thin Mint Sundae:** Mint chocolate chip ice cream, Oreo pieces, chocolate syrup.



## Involve Families!

Invite parents to join in all the fun cookie activities included in this outline, or just invite them to come to a portion of the meeting to go over important Cookie Program information such as sale dates, rules, processes, and recognitions.

**Here are some important points to cover with parents:** Our cookie program consists of an initial order taking period where girls go door-to-door with their order cards (no money is collected at this time.) Once cookies are delivered, girls and troops can participate in more direct sales, like booth sales outside of local businesses and door-to-door wagon sales. Also, after the initial order taking is over, girls can continue to take orders on their Keep-Goaling order cards. Contact our Troop Cookie Manager to fill any Keep-Goaling orders. Here are the dates for our cookie program.

### Important Dates:

- **January 17 – February 2:** Initial order taking begins.
- \_\_\_\_\_ Hand in order cards to Troop Cookie Manager
- **February 3 – March 29: Keep Goal-ing:** Girls can continue to take orders on their keep goal-ing form.
- **February 25:** Cookie delivery begins
- \_\_\_\_\_ Turn in funds to troop Cookie Manager
- **February 28 – March 29:** Cookie booths or Direct Sales as a troop
- **Mid-May:** Girls receive their recognitions

### Important Facts:

- Cookies are \$5 per package
  - Collect money at delivery time. Customers paying by check should make them out to “Girl Scouts.” Our council has a way to collect any NSF checks if the checks are made to Girl Scouts and deposited in a troop account.
  - Please make sure to hand in money to Troop Cookie Manager promptly and frequently.
- Customers can choose to donate cookies. Our council will donate cookies to military organizations, shelters, local food banks, and emergency services on behalf of troops and customers.
  - These orders will go in the first column of the order card.
  - If a customer is only purchasing donated cookies, money can be collected at order taking time.
    - Cookie donations won't be delivered to the troops but will count toward troop profit and girl recognitions.
- The Cookie Program supports all of the girls in the local council and makes it possible to provide girl programs, low-cost council events, training, resources and support for adult programs.
  - Troop proceeds are tiered. The greater the per girl selling average, the higher the proceeds per box.
- In addition to troop proceeds, there are many great girl recognitions.
  - The order card has the complete list of recognitions
  - Cookie Dough is a council credit that can be used for camp, council programs, shop merchandise or destinations. We have two types of cookie dough – in-house and online (Look for the camp book to be mailed in January.) Cookie dough will expire in December 2020.
  - At the 185+ level girls will earn a 2020-2021 Girl Scout membership registration.
- Go over booth sale information. Date, times that are available for the girls and volunteers needed.
- Go over safety tips found on order cards or on [ABCsmartcookies.com](http://ABCsmartcookies.com)
- How families can help:
  - Ask her questions and help her practice her sales message.
  - Help her take orders or arrange booth site sales at work, places of worship or other locations.
  - Help your Girl Scout network with family and friends, but let her do the “ask” so she can learn important business skills.
  - Help her turn in her orders and deliver cookies.
  - Volunteer - Her troop needs help chaperoning booth sales, picking up cookies and more.

**Want more cookie activity ideas?**

**Check out our council's Pinterest board! Have a great Sale!**

